



DEPARTMENT OF THE ARMY
HEADQUARTERS, US ARMY ARMOR CENTER AND FORT KNOX
111 E CHAFFEE AVENUE
FORT KNOX, KENTUCKY 40121-5256

REPLY TO
ATTENTION OF:

ATZK-CG

7 January 2010

MEMORANDUM FOR RECORD

SUBJECT: Franks Awards Criteria and Guidance

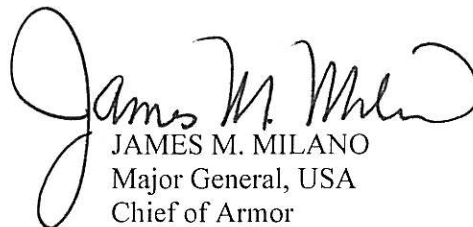
1. The 15th Annual Frederick M. Franks Award will be presented at the 2010 Armor Warfighting Conference held 17-20 May 2010 at Fort Knox, Kentucky. We are seeking nominees from your command.
2. The Frederick M. Franks Award will be presented to a mounted active duty or reserve officer, noncommissioned officer, or a Department of the Army Civilian who has demonstrated a long-time contribution to the ground fighting and warfighting capabilities of the US Army. Consideration will be given to the nominee's contributions toward the transformation of the mounted force to fight and win in full spectrum operations.
3. Additionally, this individual should possess two or more of the following characteristics:
 - a. offered a vision for the future of the mounted warfighting force that significantly improved survivability, lethality, maneuverability, or mobility;
 - b. developed an innovation in equipment, materiel, or doctrine that significantly enhanced the effectiveness of the mounted element of the combat arms;
 - c. exemplified professional excellence in demeanor, correspondence, and leadership on issues relevant to mounted warfare;
 - d. displayed a zeal for soldiering though leadership skills, recognition of the sacrifice and achievements of subordinates, and attention to the Chief of Armor.
4. Maintaining the example demonstrated so well by the award's namesake, any Soldier in the Army can recommend another Soldier or civilian for the award. Each brigade-level commander may nominate and the division/post-level commanders must endorse and forward the nominee's packet to the US Army Armor Center. MACOM's are not limited to the number of nominees they may submit. This award is generated by, and specific to, the US Army Armor Center; therefore, the Chief of Armor has final approval. Each unit must develop a process that allows recommendations from the lowest level to participate.
5. Packets must contain, at a minimum, the ORB/ERB with a photo of the Soldier, the letter of recommendation stating why the nominee meets the above criteria, and the letters of endorsement from brigade and division/post level. Additional information regarding the quality of the nominee is highly recommended. Short videos and pictures that highlight the character, leadership abilities, and contributions may also accompany nominations. Video submissions may also include endorsements from the nominee's supervisor, peers, or subordinates.

ATZK-CG

SUBJECT: Franks Award Criteria and Guidance

6. Nominations must be submitted to the US Army Armor Center, ATTN: ATZK-DAS/Franks Award, Fort Knox, KY 40121, no later than 14 April 2010. Alternate submittal is encouraged via email to armor.conference@conus.army.mil. Packets will be evaluated in a competitive board process, with the recommendation forwarded to the Chief of Armor for review and final approval. The board consists of senior leaders from Fort Knox with pertinent experience. The winner will be presented the award during the 2010 Armor Warfighting Conference held at Fort Knox, and the US Army Armor Center will fund the travel expenses of the award recipient.

7. For additional information, contact the Armor Conference coordinators via email at armor.conference@conus.army.mil, commercial (502) 624-4327/4846, or DSN 464-4327/4846.



JAMES M. MILANO
Major General, USA
Chief of Armor